

ABSTRACT OF THE DISCLOSURE

An apparatus for providing compensation for viewing and/or for participating in an advertisement, a survey, a poll, or a questionnaire, including a receiver for receiving a request to obtain information regarding at least one of a good, a product, and a service, a memory device for storing information regarding at least one of the at least one of a good, a product, and a service, advertisement information, survey information, polling information, or questionnaire information, and at least one advertisement, survey, poll, or questionnaire, a processor for processing the request to receive information regarding the at least one of a good, a product, and a service, wherein the processor at least one of identifies and selects an advertisement, a survey, a poll, or a questionnaire, to provide to the information requesting individual upon the information requesting individual placing an order to at least one of purchase and lease at least one of a good, a product, and a service, and a transmitter for transmitting the advertisement, the survey, the poll, or the questionnaire, to a communication device associated with the information requesting individual. The processor at least one of

